

## **Historic, Archive Document**

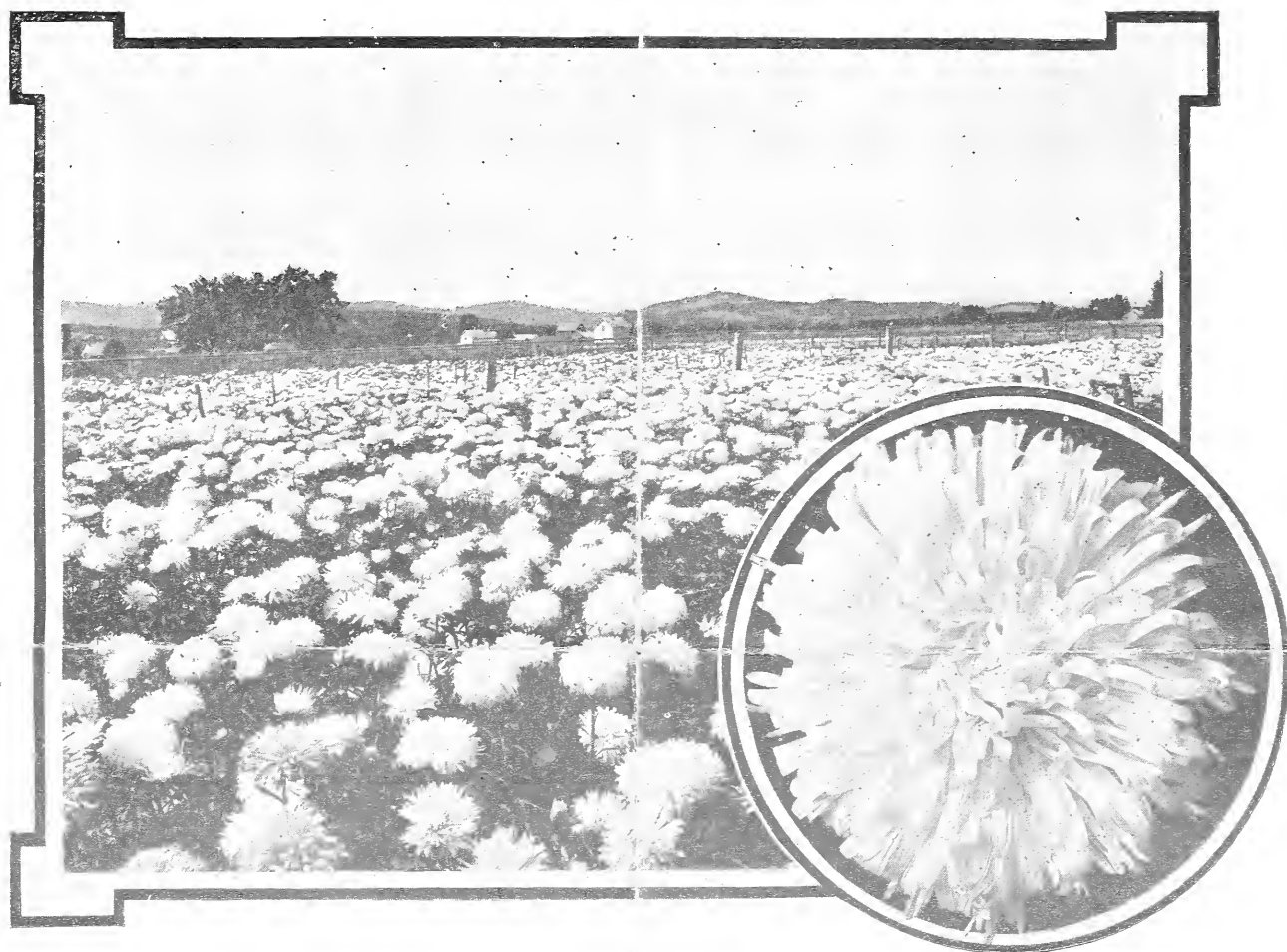
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# *THE H. & F. QUALITY Oregon Grown Asters For Florists*

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**Cutting Season August 1, to October 1.**



**Asters in Oregon, Their Natural Home**

Since 1905 we have made a specialty of asters for the cut flower market and during this time have tested many of the new and old varieties of this flower. It has been our purpose from the beginning to handle only those asters best suited to the needs of the Florist trade. We find in every instance that our own selection of Oregon Grown seed produces much better results than any seed we can buy, and every aster we handle improves with the culture we give it in fair-mild, productive Oregon.

The aster in its various forms is quite as indispensable in summer for cutting as is chrysanthemums in early autumn and winter. In our improved types of the aster there is certainly a striking resemblance to its splendor and for many reasons they could justly be entitled "The Chrysanthemum of Summer." For these improved forms surely defy in fantastic appearance as well as in size, many varieties of the "Queen of the Autumn."

Our experience in growing this important summer annual for the florists trade has given a wide acquaintance with the many types offered in the seed catalogues of today and their real value commercially. In order that our list may not be confusing, we are offering only the best of variety or form of flower and feel certain that asters can be found in this list to cover every possible need of the professional grower as well as the up-to-date florist.

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**Address all Communications to**

**HERBERT & FLEISHAUER**

**Aster Specialists**

**McMinnville, Oregon**



#### **Peerless Late Branching**

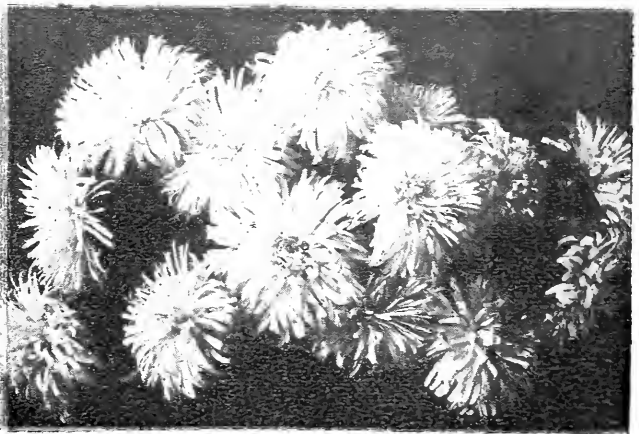
This excellent strain of late branching aster of American origin, has steadily improved under rigid culture so that it now fully meets the demand for this type of high class, quick selling commercial aster.

#### **Improved Giant Crego**

This is without doubt one of the best asters now in cultivation; and by our most careful and painstaking selection, it has reached a state of perfection hitherto unknown. The immense fluffy flowers are most beautifully formed, averaging five to six inches in diameter and very full to the center. The form of the flower together with the length of the stem, places it at the head of asters for cutting. The plants are free blooming and vigorous, producing strong stems twenty to thirty inches long. The flowers when cut, keep longer in good condition than many asters of this type. In bloom from mid-August through September.

#### **Prices Reasonable**

It is true that we are not seeking a reputation for cheapness but rather place quality first. However we feel that our prices are as low as the best grade can be sold and that no one can supply stock equal to ours for less money.



#### **Improved "Rochester"**

In size and beauty the Rochester is second to none. It is among the finest of the midseason asters.



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## **SEEDS IMPORTANT**

Seeds play a very important part in the success of every producer of Fancy Asters for cutting. The practice of supplying only the very best grade of seed, will be continued with added zeal because of the marked appreciation shown by so many customers.

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## **IMPROVING SEED STRAINS**

Improving seed strains proves to be very tedious and few people have the patience necessary to develop unusual products along these lines. Ardent love for the work, close application and careful attention to the most minute details in the cultivation of our asters, have terminated in the most ideal results; placing our stock ahead of everything on the Pacific Coast.

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## **COMPARISON BY TEST**

In order to become familiar with the quality of all asters presented to the trade, exhaustive tests are made annually of all new varieties advertised. Therefore the seed offered in this list may be planted with the confidence that nothing better of its kind can be obtained.

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## **QUALITY OF SEED ASSURED**

Ideal conditions are found in Oregon for the successful development of the Aster. While it is not an arid district, the summers are dry and all the Asters being grown under irrigation, gives complete control of the moisture during the growing season, whereby the plants are grown strong and healthy with perfect ripening conditions which is a guarantor of excellent quality and of extraordinary germinating power.

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# Buy Fancy Aster Seeds

## GROWN AT

# THE HOME OF ASTERS

Where the Question of Quality is of Utmost Importance

Grow the best asters; they occupy no more space and require no more labor.

### NEW PRICE LIST FOR THE 1922 CROP

The prices in this list cancel all previous offers

#### The Most Popular Early and Medium Early Asters

**Queen of the Market**—First early and a profuse bloomer in white, light pink, lavender and purple. Ounce \$2.00, ½ oz. \$1.05, ¼ oz. 55c, ⅛ oz. 30c.

**Daybreak Purity and Imperial Lavender**—Comprise a collection of asters characterized by their profusion of very double ball-shaped blossoms of large size on good stems.

**Daybreak**—Exquisite shade of light pink. Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 70c, ⅛ oz. 40c.

**Purity**—A pure white of great beauty. Extra fine strain and a shy seeder. Ounce \$2.75, ½ oz. \$1.40, ¼ oz. 75c, ⅛ oz. 40c.

**Commercial Purity**—A pure white commercial strain of the improved American Victoria Asters. Ounce \$1.50, ½ oz. 80c, ¼ oz. 45c, ⅛ oz. 25c.

**Imperial Lavender**—Similar to Daybreak in form and size, having about the same depth of color and blooming about the same time. Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 70c, ⅛ oz. 40c.

**The Royal**—Vigorous and productive. White, shell pink, rose pink, lavender and purple. Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 75c, ⅛ oz. 40c.

**Lavender Gem**—The very best early lavender. Ounce \$3.00, ½ oz. \$1.55, ¼ oz. 80c, ⅛ oz. 45c.

#### The Leading Mid-Season Comet Asters

**Improved Rochester**—Among the finest in white, lavender, ¼ oz. 75c, ⅛ oz. 40c.

**Giant Comet**—A well known Comet type, in white, rosy lilac, azure blue. Ounce \$2.00, ½ oz. \$1.05, ¼ oz. 55c, ⅛ ounce 30c.

**White Fleece**—Perfect flowers of glistening white. Ounce \$2.00, ½ oz. \$1.05, ¼ oz. 55c, ⅛ oz. 30c.

**Astermum**—A select strain of this aster in white, pink, azure blue and purple. Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 75c, ⅛ oz. 40c.

**Triumph Comet**—A magnificent new class of mid-season Aster, in white and shell pink. Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 75c, ⅛ oz. 40c.

#### Unequaled Assortment of Superior Mid-Season to Late Asters

**Improved Giant Crego**—One of the best Asters for florists now in cultivation. Colors, white, shell pink, rose pink, lavender and purple. Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 70c, ⅛ oz. 40c.

**Pacific Beauty**—The finest lavender of the Comet type. Ounce \$3.00, ½ oz. \$1.55, ¼ oz. 80c, ⅛ oz. 45c.

**Dreer's Super Late Branching**—A careful selection of this well known aster. White, shell pink, rose pink, lavender, azure blue and purple. Ounce \$2.00, ½ oz. \$1.05, ¼ oz. 55c, ⅛ oz. 30c.

**Peerless Late Branching**—By far the best of all the late branching asters. Colors, white, shell pink, lavender pink, rose pink, azure blue, and purple. Ounce \$2.75, ½ oz. \$1.40, ¼ oz. 75c, ⅛ oz. 40c.

**Giant Crimson**—A dark velvety crimson which attracts much attention. Ounce \$1.50, ½ oz. 80c, ¼ oz. 45c, ⅛ oz. 25c.

**King Asters**—The "King" Asters form a distinct class of type, and have many qualities to recommend them. They are of strong, sturdy habit, which have splendid keeping qualities when cut.

**Crimson King**—A brilliant new color in this type. It is the deepest crimson variety known to us.

**Pink King**—An attractive shade of delicate shell pink.

**White King**—Pure glistening white; extra fine large flowers. Ounce \$2.00, ½ oz. \$1.05, ¼ oz. 55c, ⅛ oz. 30c.

**Vicks Yellow Peerless**—A Unique Variety. Without question the best and most popular Yellow Aster up to date. The flowers are remarkably full and ball shaped, with centers covered. The plants are of branching type and very vigorous. Ounce \$3.00, ½ oz. \$1.55, ¼ oz. 80c, ⅛ oz. 45c.

**Ball's White Aster**—A splendid Giant Aster of the late branching type, growing to a medium height with full, centered blossoms, ideally formed for long distance shipping. Ounce \$3.00, ½ oz. \$1.55, ¼ oz. 80c, ⅛ oz. 45c.

**Dreer's "Peerless Pink" Aster**—Has strong, sturdy habit of growth; bears freely almost globular flowers, rarely under 4 inches across and frequently over 5 inches. The color is rich shell-pink, similar in shade but more decided than the late branching. A most artistic and finely finished flower, and stands cut longer than any other. Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 70c, ⅛ oz. 40c.

**New Red Aster "Sensation"**—This is the reddest of all Red Asters, the color being a rich garnet. The plants are of free-branching habit about 18 inches high; the very double flowers averaging 3½ inches across. The intense color shows up well when cut, and makes a very brilliant bit of color in a bed or border. Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 70c, ⅛ oz. 40c.

**Hendersons Invincible**—Hendersons Invincible is among the highest achievements in asters, having a healthy robust growth and producing massive flowers on long stems. The petals are thick and of a durable substance which insures good keeping qualities and continues until frost. Colors white, pearl pink, deep pink, crimson, lavender and violet. Ounce \$2.00, ½ oz. \$1.05, ¼ oz. 55c, ⅛ oz. 30c.

**Howard & Smith's New Giant Aster**—Howard & Smith's new introduction is the latest aster we have grown. The blooms are of the comet type. Colors, peach blossom, rose, light blue and purple. Sold in packets only at 50c per packet.

**Beauty Asters**—A late flowering strain coming into bloom fully two weeks later than Superb Late Branching and furnishing high grade cut flowers.

**Pink Beauty**—Bright pink.

**American Beauty**—A rich cherry rose.

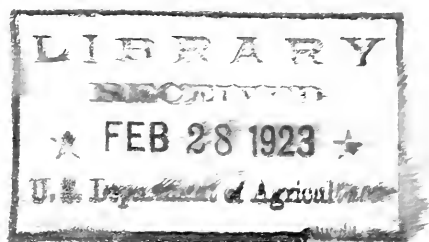
**September Beauty**—A delicate shell pink.

**Lavender Beauty**—Soft lavender.

**Purple Beauty**—Rich deep purple.

Ounce \$2.50, ½ oz. \$1.30, ¼ oz. 70c, ⅛ oz. 40c.

HERBERT & FLEISHAUER  
Aster Specialists  
McMinnville, - Oregon



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### FANCY ASTERS FOR FLORISTS

The increasing demand for Fancy Stock has made many substantial friends for H. & F. quality of seed, and growers every where are now showing their appreciation of the results obtained by our careful painstaking devotion to the task, since 1904, of producing a dependable Aster seed to plant for cutting.

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### GET ACQUAINTED

Caution is an attribute to be praised but the sooner you jump into line with the long list of satisfied customers the earlier will you become familiar with the quality and service provided by the Home of Asters.

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### ASTERS GOOD KEEPERS

Being shippers of large quantities of cut asters annually, to points throughout the Northwest and as far east as Kansas City, St. Louis and St. Paul, makes possible the selection of stock best suited to the needs of the trade. You will no doubt appreciate the advantage of this experience.

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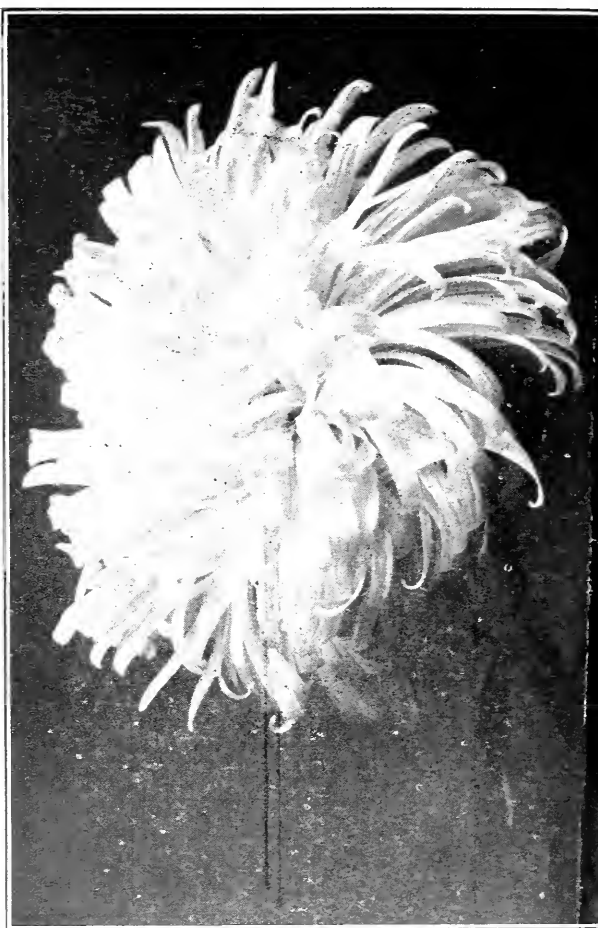
### OLD CUSTOMERS STICK

Because of a fixed policy that stops short of nothing except the very best in every detail necessary to produce a fancy aster and a service designed to please the most exacting customer.

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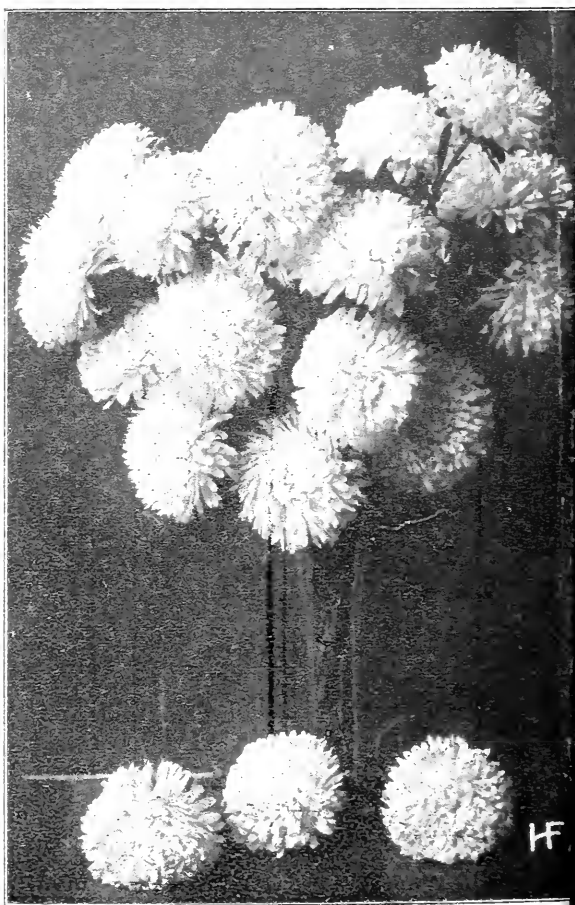






**Pacific Beauty**

A new aster originating with us. Is a most beautiful form of flower. The petals are wide and long and so gracefully curled as to give it an unusually attractive appearance. The plants like the Giant Crego are of vigorous growth, bearing a profusion of immense blooms measuring five to six inches in diameter.



**Peerless Late Branching**